

BRAND GUIDELINES

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INTRODUCTION

PURPOSE

The purpose of a brand manual is to provide a comprehensive and standardized set of instructions and rules that define how a brand should be presented and represented across various mediums and platforms.

It serves as a reference document that ensures consistency, coherence, and uniformity in the way a brand is visually and verbally communicated to its audience, stakeholders, and the public.

BRAND EMOTION

Urbano Foods has the tagline of "Food, Flavor, Culture"

Our brand is more than just about heat; it's about the experience—the harmonious blend of tradition and innovation, the embrace of bold flavors, and the shared love for food that knows no bounds. We take pride in crafting symphonies of flavor that dance on your palate, leaving you with a lingering smile and the satisfaction of discovering something new.



IDENTITY SYSTEMS

LOGO REVEAL





Typography

LOGO SCALING



Logo Proportion = 5:7

Logo Typography = 0.5:7

LOGO SPACING



LOGO VARIATIONS







SELECTED LOGO FORMATS

MOST PREFERRED FORMAT



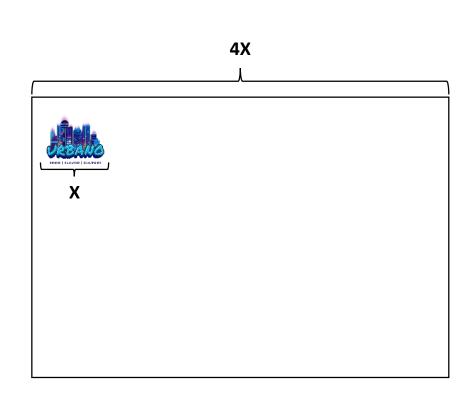
ONLY FOR SELECTED COLLATERALS

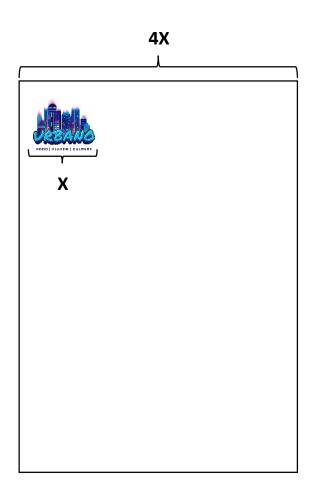


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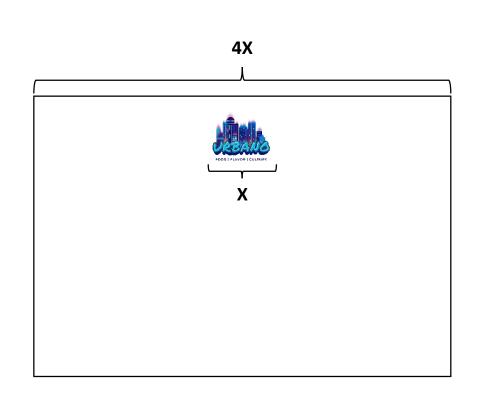


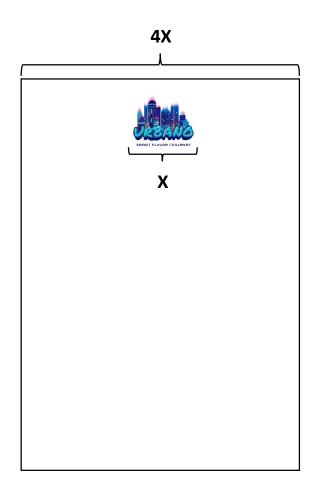
LOGO PLACEMENT (For Brand Communication)





LOGO PLACEMENT (For Stationery)





LOGO USAGE - DON'T



Do not use any other color in the background.



Do not use complicated backgrounds.



Do not change the colors of the logo.



Do not rotate the logo.



Do not squeeze the logo.



Do not use any effects on the logo.



Do not change the opacity of the logo.



Do not change the position of the logo elements.



VISUAL GUIDE

PRIMARY COLORS

These are the main five brand colors. The logo is to be used in this palette wherever possible.



FONTS

PERMANENT MARKER

ABCDEFGHIJKLMNOPARSTUVWXYZ 123456789

Montserrat SemiBold

abcdefghijklmnopqrstuvwxyz 123456789



IMPLEMENTATION

Email Signature (2 options)





Envelope (Option 1)





Envelope (Option 2)





Letterhead (Option 1)







Dear Name

Lorem Ipsum dolor sit amet, consectetuer adipiscing ellt, sed diam nonummy nibh euismod tincidunt ut Isareet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit tation ullamoroper suscipit lobortis nai ut aliquip ex ea commodo consequat.

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. Ut wisl enim ad minim venlam, quis nostrud exerci tation ullamocroper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum inure dolor in hendrent in vulgutate velit esse molestie consequat, vel illum dolore eu feuglat nulla facilisis at vero eros et accumsan et lusto odio dignissim qui blandit praesent lugtatum zarii delenit augue duis dolore te freugait nulla facilisi.

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Name

Owner





Letterhead (Option 2)



Follow us. f 🔉 💿 🖸 🕝



Visiting Card (Option 1)





Visiting Card (Option 2)







ID Card (Option 1)





Report loss of ID Card immediately.
This card must be returned upon
request & surrendered on
termination of employement. This
ID Card is non transferable & should
be worn always while on duty.

Blood Group : O+

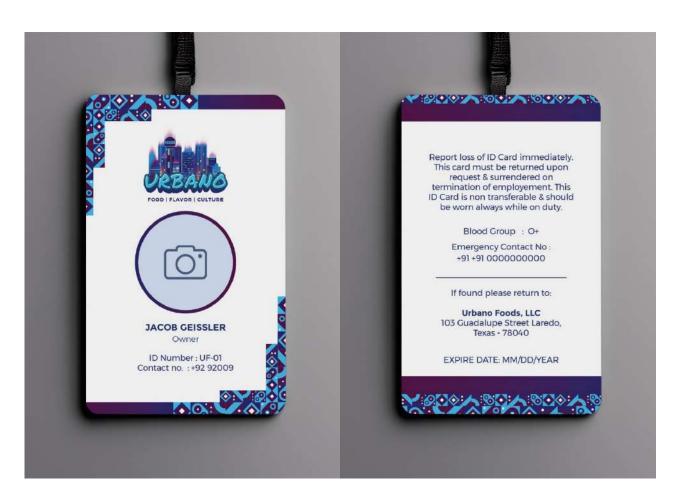
+91 +91 0000000000

If found please return to:

Urbano Foods, LLC 103 Guadalupe Street Laredo, Texas - 78040

EXPIRE DATE: MM/DD/YEAR





ID Card (Option 2)







Lanyard (2 options)



Notepad (Option 1)





Notepad (Option 2)





T shirt (2 options)





Pen, Cap

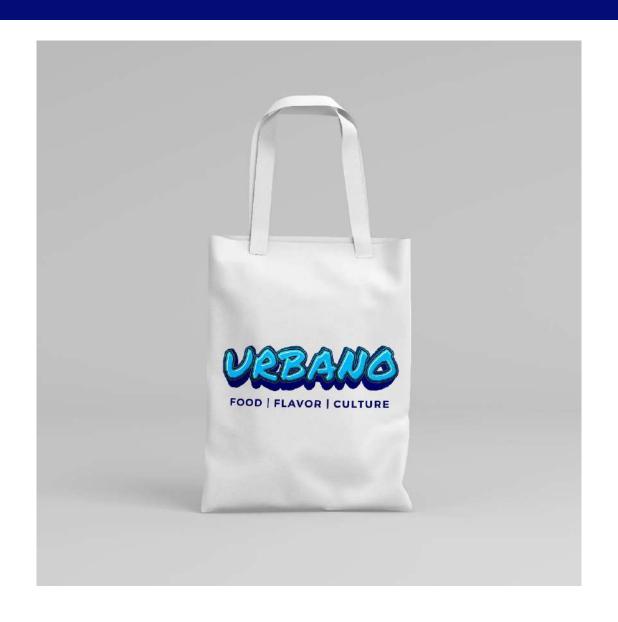




Coffee Mug



Canvas Bag





END OF GUIDELINES